Project Design Phase
Problem – Solution Fit Template

Date	22 June 2025
Team ID	LTVIP2025TMID56852
Project Name	ShopEZ E-Commerce Application
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realised for it solves the customer's problem. It helps entrepreneurs, marketers, and corporate innovators identify behavioural patterns and recognise what would work and why

Purpose:

❑ Solve complex problems in a way that fits the state of your customers.

❑ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behaviour.

❑ Sharpen your communication and marketing strategy with the right triggers and messaging.

❑ Increase touch-points with your company by finding the right problem-behaviour fit and building trust by solving frequent annoyances, urgent or costly problems.

❑ **Understand the existing situation to improve it for your target group.**

Problem Statement:

Many shoppers and small-scale sellers face multiple challenges in accessing or managing e-commerce platforms that should be simple, efficient, and affordable. These challenges include:

● Lack of a **streamlined platform** for effortless product discovery and quick checkout
● Absence of a **dedicated space for small sellers** to list and manage products without high commissions
● Inability to receive **personalized product recommendations** based on shopping behavior
● No access to **real-time order tracking** or an intuitive **dashboard for sellers** to monitor sales and customer activity

Solution:

ShopEZ, a full-stack e-commerce application, will provide:

● A **seamless online shopping experience** with effortless product discovery, smart filtering, and a secure checkout process
● A **dedicated platform for individual sellers** to list products, manage orders, and grow their business without high fees or complex processes
● **Personalized product recommendations** based on user behavior, enhancing the shopping experience
● **Real-time order tracking and confirmation** along with a user-friendly **seller dashboard** for monitoring sales, customers, and inventory.